Magazine: STEREO REVIEW
Issue: 1/00/84

Total Pages: 104

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| MARLBORO+100 # 927 pg:12 | 16 | | | OPP: "NEW PRODUCTS". |
| | | WINSTON # 455 pg:29 | | |
| | | SALEM+100 # 419 pg:36 | | |
| | | CAMEL # 283 pg:62 | | |

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $119,760

2040693559

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 2/00/84 Total Pages: 108

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | CAMEL L # 441 pg:25 | | |
| | | WINSTON L # 194 pg:33 | | |
| MARLBORO+100 # 931 pg:40 | 6 | | | OPP: "TEST REPORTS". |
| | | SALEM+L # 414 pg:48 | | |
| | | VANTAGE+100 # 427 pg:70 | | |

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $149,700

2040693560

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STERED REVIEW
Issue: 3/00/84 Total Pages: 104

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| MERIT UL+MUL # 149 pg:5 | 6 | | | OPP: "SPEAKING MY PIECE" & "MASTHEAD". |
| MARLBORO+100 # 939 pg:12 | 6 | | | OPP: "NEW PRODUCTS". |
| | | WINSTON # 455 pg:24 | | |
| | | SALEM+100 # 412 pg:34 | | |
| | | CAMEL L+CAMEL # 471 pg:75 | | |
| | | VANTAGE+ULTRA # 428 pg:3C | | |

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $181,580

2040693561

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 4/00/84 Total Pages: 120

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | VANTAGE+100 # 436 pg:4-5 | SP | |
| MARLBORO+100 # 944 pg:12 | 6 | | | OPP: "NEW PRODUCTS". |
| | | CAMEL L # 481 pg:23 | | |
| | | SALEM+100 # 420 pg:31 | | |
| | | WINSTON L # 195 pg:84 | | |

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $179,640

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2040693562

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

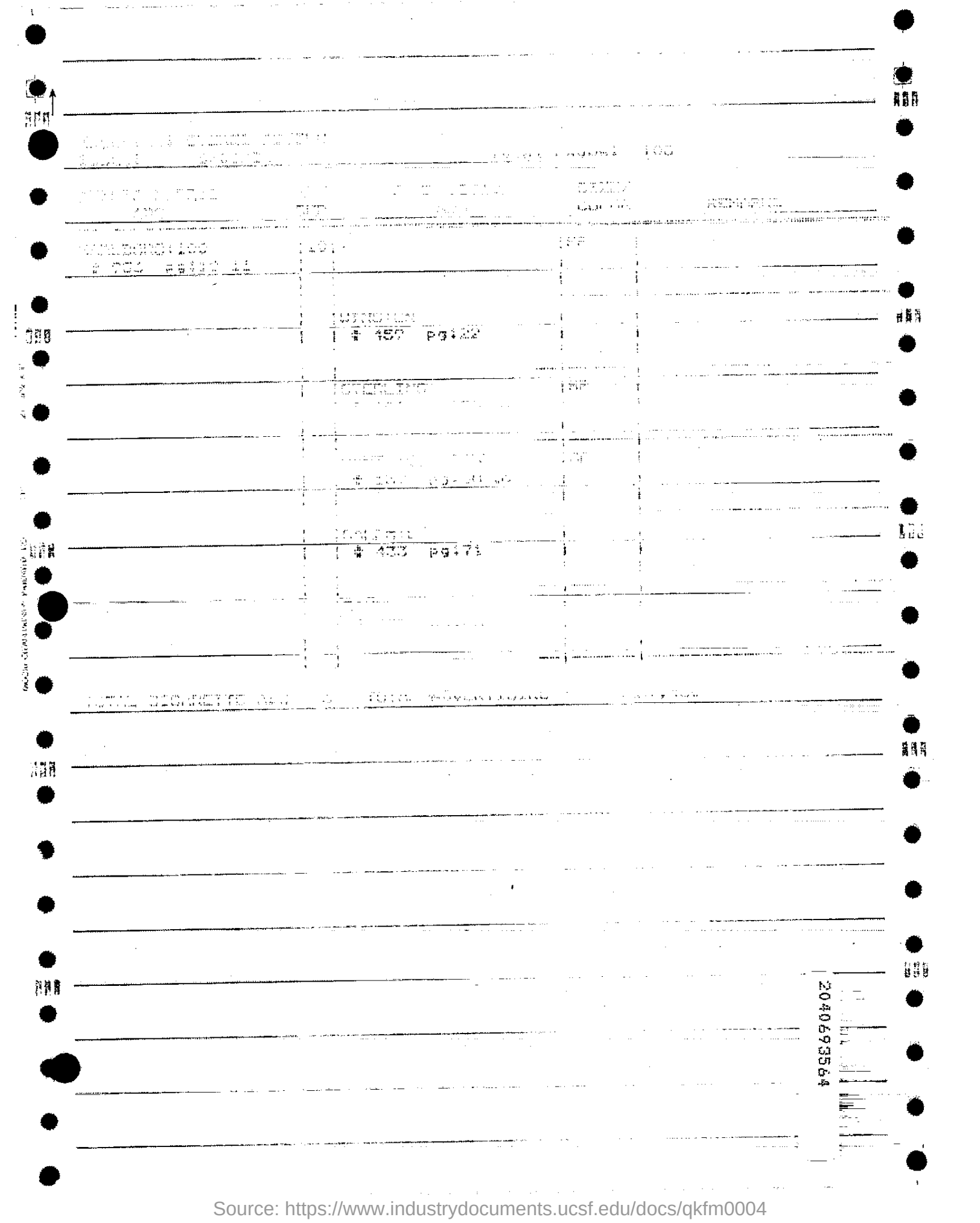
Magazine: STEREO REVIEW
Issue: 5/00/84 Total Pages: 108

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| MARLBORO+100 # 917 pg:9 | 11 | | | OPP: "LETTERS" & 1/3 BW AD. |
| MERIT+M # 648 pg:21 | 6 | | | OPP: "AUDIO Q & A". |
| | | STERLING # 101 pg:28-29 | SP | |
| | | CAMEL L # 499 pg:40-41 | SP | |
| | | VANTAGE+100 # 435 pg:71 | | |
| | | SALEM+100 # 431 pg:78-79 | SP | |
| | | WINSTON L # 195 pg:3C | | |

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $301,340

2040693563

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004



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Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 7/00/84 Total Pages: 96

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | STERLING # 107 pg:5 | | |
| MARLBORO+100 # 961 pg:13 | 6 | | | OPP: "NEW PRODUCTS," |
| | | WINSTON L # 197 pg:20 | | |
| | | SALEM+L # 438 pg:27 | | |
| MERIT+M # 662 pg:34-35 | 6 | | SP | |
| | | VANTAGE+ULTRA # 437 pg:65 | | |
| | | CAMEL L # 510 pg:3C | | |

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $241,460

2040693565

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 8/00/84 Total Pages: 98

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | CAMEL L # 496 pg:4-5 | SP | |
| MARLBORO # 968 pg:12 | 6 | | | OPP: "NEW PRODUCTS". |
| | | STERLING # 110 pg:26-27 | SP | |
| | | SALEM+100 # 435 pg:34 | | |
| | | VANTAGE UL+100 # 153 pg:41 | | |
| | | WINSTON L # 196 pg:30 | | |

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $241,460

2040693566

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 9/00/84 Total Pages: 116

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | VANTAGE UL+100 # 152 pg:26-27 | SP | |
| MERIT+M # 665 pg:38 | 6 | | | OPP: "TEST REPORTS". |
| | | STERLING # 116 pg:45 | | |
| | | CAMEL L # 520 pg:53 | | |

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $149,700

2040693567

Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 10/00/84 Total Pages: 124

| PHILIP MORRIS ADS | MIN SET | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | VANTAGE+100 # 441 pg:15 | | |
| | | WINSTON # 459 pg:31 | | |
| MARLBORO # 929 pg:39 | 7 | | | OPP: "SR TEST REPORTS". |
| MERIT+M # 666 pg:47 | 7 | | | OPP: "SR TEST REPORTS". |
| | | STERLING # 115 pg:85 | | |
| | | CAMEL L # 513 pg:95 | | |

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $190,440

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Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 11/00/84 Total Pages: 124

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | CAMEL # 294 pg:10-11 | SP | |
| MERIT # 670 pg:34-35 | 7 | | SP | |
| | | SALEM+L # 450 pg:43 | | |
| | | VANTAGE+100 # 441 pg:73 | | |
| | | STERLING # 114 pg:83 | | |

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $222,180

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Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004

Magazine: STEREO REVIEW
Issue: 12/00/84 Total Pages: 120

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|---|---|---|---|---|
| | | WINSTON # 463 pg:12 | | |
| MERIT # 675 pg:30-31 | 6 | | SP | |
| | | SALEM+100 # 449 pg:39 | | |
| | | CAMEL L # 521 pg:45 | | |
| | | VANTAGE+100 # 441 pg:83 | | |

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $190,440

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Source: https://www.industrydocuments.ucsf.edu/docs/qkfm0004